



# Give Your Small Business a Boost by Exporting



**U.S. Small Business Administration**

Funded in part through a cooperative agreement  
with the U.S. Small Business Administration.





# What is NITRO?

- The Nevada Investment & Trade Revenue Opportunities (NITRO) initiative will fuel the export trade promotion activities of the Nevada Office of Economic Development (OED) for the next two years
- NITRO is funded in part by a \$239,318 U.S. Small Business Administration (SBA) grant through the State Trade and Export Promotion (STEP) Pilot Grant Initiative
- NITRO provides partnership funds and access to global resources to Nevada's small businesses that wisely look to exports for future sales growth and prosperity



## What is NITRO?

### 4 key programs and events

- **Market Entry Program (MEP)** - This STEP funded program will help small businesses market products overseas. Nevada companies may apply to receive up to 50% reimbursement for eligible marketing expenses. Matching funds are allocated to companies on a yearly basis depending upon their international marketing plan. The minimum funding request is \$2,500. Companies must spend \$5,000 in promotional activities to be reimbursed \$2,500 (50%) by OED. The maximum funding request is \$12,500. Applications are due by December 1, 2011.



## What is NITRO?

### 4 key programs and events

- **State Diplomatic Luncheon** – This event for consuls general and the Nevada Consular Corp in Las Vegas in May 2012, which is World Trade Month.
- **State-Directed Trade Mission on Renewable Energy** - In June 2012, a delegation from the State of Nevada will embark on a trade mission to Germany and Spain. The state's vast solar and geothermal resources have captured the attention of the world and global investment has spurred this dynamic industry concentration. A Nevada delegation will meet with government officials and participate in pre-set business matchmaking meetings with manufacturers, buyers and distributors of renewable energy technologies. The mission will be funded in part by the STEP grant and participant registration fees.



## What is NITRO?

### 4 key programs and events

- **Governor's Conference on Exports and Manufacturing** - In September 2012, the State of Nevada will reinvigorate the Governor's Conference series with a conference in Reno as an annual wrap-up to NITRO related activities and recognize companies, exporters, and manufacturers who have participated. This will be funded by STEP as well as sponsorships and registrations.



## What is NITRO? (continued)

- By participating in NITRO's programs, Nevada's small companies will receive the knowledge and tools needed to conquer the global trade process.
- The anticipated result will be an explosion of growth in exports, which infuse nearly \$6 billion into Nevada's economy each year (OED)





## As Nevada small business, why should I consider exporting?

- According to the SBA, nearly 96 percent of consumers and over two-thirds of the world's purchasing power reside outside the United States.
- The worldwide internet population equation equals 1 billion users and potential customers. That represents an unprecedented market for progress and profits for Nevada's small businesses.
- No company is too small to go global. 97 percent of the US exporters are small businesses. Nearly 42 percent of US exporters have fewer than 19 employees.



## As Nevada small business, why should I consider exporting?

- Your small business may be a perfect match for exporting.
- Even if your product has no obvious foreign market, the Office of Economic Development can help you identify needs, utility, quality, innovation, service and consumer tastes that can make your company competitive on a global scale.





## As Nevada small business, why should I consider exporting?

- Exports infuse nearly \$6 billion into Nevada's economy each year (OED).
- Over 400 exporters currently sell products to 175 countries and employ nearly 35,000 Nevadans.
- Small business reasons to export include: reduced dependence on the domestic market; diversified sources of revenue; extended sales potential and product shelf life of existing products; and stabilized seasonal markets and sales fluctuations.



## NITRO is Powerful

- Nevada ranks first in export intensity growth according to the U.S. Chamber of Commerce
- By learning how to leverage the economic power of exporting, small businesses will help get Nevadans working again
- NITRO will bolster that growth as well as a sense of pride, optimism and opportunity for Nevada's small businesses



# Do I qualify?

You must:

- Be a duly registered U.S.-based business with a current Nevada Business License
- Be considered a “small business” as defined by the Small Business Administration.
- Not be eligible to apply to other federally-funded market access programs such as USDA for the same product
- Not use funds for activities within the U.S., its territories or federally prohibited countries.
- Not use funds for activities considered “cost of doing business” such as office costs, salaries or capital expenditures



## Is exporting right for my company?

- Find out November 15<sup>th</sup>! Statewide videoconference to roll out the MEP Program, which will include a two hour Application Workshop to help companies determine, “Is exporting right for my company?”
- In November and December, two two-day export certification workshops will be held for companies new to exporting which will provide the technical knowledge and skills necessary for export driven business expansion
- Workshop attendees will earn a Nevada Export Certification upon completion

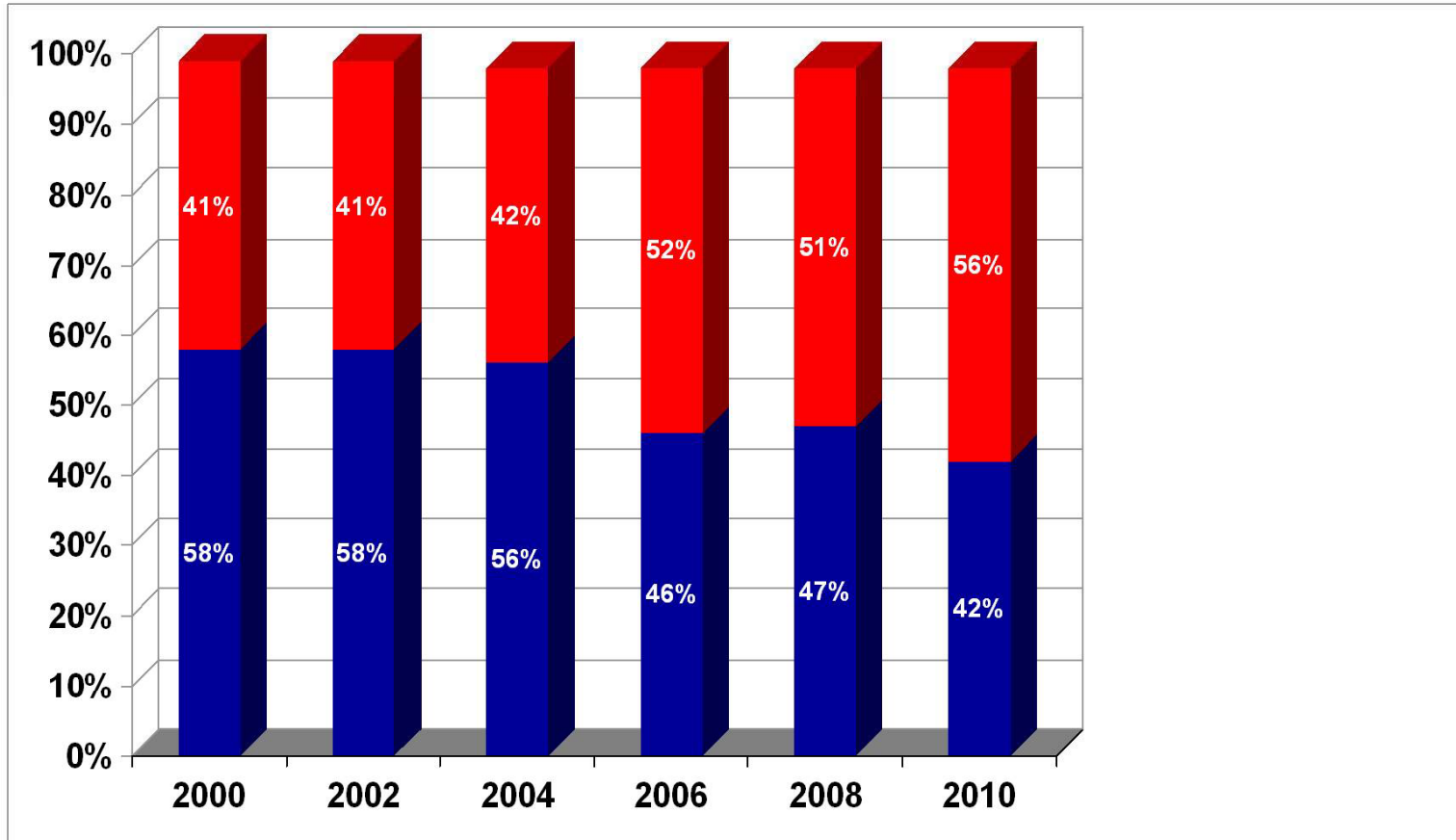


## Success Breeds Success

- Over the last ten years, Nevada's efforts to increase exports through education and resources have had solid results. Each year, exports infuse nearly \$6 billion into our economy.
- Since 2000, the shift in exports from traditional markets to emerging markets like Asia, Latin America and the Middle East has increased from 41% to 56%.



## Shift in Nevada Exports to Emerging Markets







## Success Breeds Success (continued)

- We achieved these results by establishing International Representatives in key target markets. Three representatives were located in China, one each in Beijing, Shanghai and Hong Kong, and another in Brazil.
- In addition, the Office of Economic Development partnered with the USDA Market Access Program to help Nevada based companies expand exports of food, agriculture and related products like dietary supplements by attending trade shows and trade missions in these countries and by promoting Nevada products through direct grants.



## Success Breeds Success (continued)

- Exports to China have increased a phenomenal 866% since 2001 and represented almost \$600 million in sales in 2010. This increase is due in part to the efforts the International Representatives in China and participation in the USDA Market Access Program.
- A key contributor has been the natural increase in demand by China for commodities produced in Nevada, for example copper ore, which their country needs to support their economic growth.



# Nevada Exports to Emerging Markets

Country	2001	2010	Percent Change
Greater China	\$62,118,077	\$599,936,650	866%
<i>Mainland China</i>	<i>\$13,614,293</i>	<i>\$455,857,835</i>	<i>3,248%</i>
<i>Hong Kong</i>	<i>\$48,832,357</i>	<i>\$131,058,668</i>	<i>171%</i>
<i>Macau</i>	<i>\$121,427</i>	<i>\$13,020,147</i>	<i>10,623%</i>
India	\$5,647,556	\$47,266,494	737%
Brazil	\$7,049,106	\$38,130,643	441%
Russia	\$2,676,701	\$12,370,491	362%
<b>Total All BRIC</b>	<b>\$77,491,440</b>	<b>\$697,704,278</b>	<b>800%</b>



## Nevada Exporter Case Study

American Pet Diner is just one example of a Nevada small business export success story. The Nevada Office of Economic Development was instrumental in assisting the company identify overseas markets and helped them obtain federal grant funding through USDA for the export promotion of their products.

<http://www.youtube.com/watch?v=BbldqEOSF8o>



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**Tell me more!**

**<http://NITRO.nv.gov>**